



Bay-Rama, Inc.  
P.O. Box 25  
New Baltimore, Mi 48047  
www.bay-rama.com

## **Bay-Rama Fishfly Festival 2024 Sponsorship Celebrating 59 years in New Baltimore**

The Bay-Rama Fishfly Festival is a fun-filled five-day event attended by over 80,200 people in downtown New Baltimore. We feature a large, clean midway, Festival Tent with live entertainment, Miss Bay-Rama Queen's Pageant, Kid's Day Fun, a large firework display on the waterfront, a spectacular parade along Green Street, and much more!

Bay-Rama Inc. is an all-volunteer 501(c)(3) non-profit organization; your donations are tax-deductible!

We are Building a Better Community by giving back to the City of New Baltimore, the Anchor Bay Area, and its residents through donations, scholarships, and land developments, and by providing fun opportunities for the community. We have given over \$2,500,000 to the community in the past 59 years. Revenue from our Annual Fishfly Festival provides the funding needed for our projects. Our recent donations include the following:

- 2012 Bay-Rama donated Festival Park to the city of New Baltimore.
- 2016 We donated bleachers in Festival Park at all four ball diamonds.
- 2018 Bay-Rama donated a beautiful playscape in Festival Park.
- 2021 Bay-Rama donated \$10,000 towards a new playscape in Burke Park
- Coming Soon... Comfort Station in Festival Park

Attached you will find sponsorship options available for every budget. They also include being mentioned in our program book, the sponsorship page on our website, and our social media. Thank you for your time, consideration, and continued support.

**For more information on the Fishfly Festival or how to join our committee, visit our website or social media!**

Please note that all signs and banners remain the property of Bay-Rama, Inc.

**AD SALES CLOSE MARCH 22nd, 2024. Artwork is due no later than March 29th, 2024.**

You may also want to consider having an entry in our parade to promote your business. This is free to our sponsors. Please see [www.bay-rama.com](http://www.bay-rama.com) for more information.

**Contact Lisa Thomas - Sponsorship Chair & Bay-Rama Treasurer  
810-278-1890 / [lisa.edwards30@yahoo.com](mailto:lisa.edwards30@yahoo.com)**

*\*Bay-Rama, Inc. will continue to follow the COVID-19 Guidelines put in place by the State of Michigan and the CDC in order to keep the public and our volunteers safe. We will post updates regarding events to our website and social media as the Festival approaches. \**



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## **The 59<sup>th</sup> Annual Fishfly Festival**

Advertising in the FESTIVAL PROGRAM BOOK is a great way to highlight your business in our community. With over 10,000 programs printed, they are distributed in all of our participating sponsors' places of business and sent home with each elementary-aged child in the Anchor Bay school district. Program books are also delivered to area businesses from New Baltimore to Chesterfield, Fair Haven, Algonac, Richmond, and more.

**BONUS COVERAGE:** We will be featuring our Program Book online on our website and sharing it across our social media platforms. Our website receives over **25,000 views** during the week of the Festival, with top referrals from Google.

Full Page Ad.....7.75" W x 9.75" H.....\$600

1/2 Page Ad.....7.75" W x 4.875" H.....\$350

1/4 Page Ad.....3.875" W x 4.875" H.....\$250

*Please provide artwork in these acceptable high-resolution file formats: EPS, JPEG, or PDF*

### **SPONSORSHIP OPPORTUNITIES**

#### **GOLD SPONSOR - FESTIVAL TENT SPONSOR - \$10,000 - ONLY 1 AVAILABLE**

Exclusive premier signage on entrance/exit of festival tent. Full page ad in event program, full street banner, top listed sponsor on front page of website, social media mentions with hotlinks to your company pages. VIP Access for 20 people for the fireworks show.

#### **SILVER SPONSOR - FIREWORKS SPONSOR - \$5,000 - ONLY 3 AVAILABLE**

Premier signage in the waterfront park during fireworks. Full page ad in the event program, full street banner, logo on the front page of the website, social media mentions with hotlinks to your company pages. VIP access for 10 people for the fireworks show.

#### **EVENT SUPPORTER - \$2,500**

Signage around the event midway. Half page ad in the event program, full street banner, logo on the front page of the website, social media mentions with hotlinks to your company pages. VIP access for 6 people for the fireworks show.

#### **BAND SPONSORSHIPS - \$500**

This is a 68" x 34" banner hung by the stage in the festival tent on either Thursday, Friday, or Saturday depending on which band you choose to sponsor. VIP access for 4 people for the fireworks show

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**MISS BAY-RAMA QUEEN'S PAGEANT SPONSORSHIP - \$500**

A 48" x 24" sign advertising your business in the festival tent on Wednesday during the pageant, your company logo on the Pageant page of the Website, social media mentions with hotlinks to your company pages.

**STREET BANNERS - \$300**

Street banners are a great opportunity to display your business name/logo along Green Street (M 29) for a minimum of 30 days. These two-sided banners are 30" x 80". Ad space is 30" W x 35" H.

**KID'S DAY SPONSORSHIP - \$250**

A 48" x 24" sign showing your support for this fun event in The Kid's Day Tent on Saturday. Your company logo on the Kids Day page of the Website, social media mentions with hotlinks to your company pages.

**KID'S DAY PETTING ZOO SPONSORSHIP - \$250**

A 48" x 24" sign showing your support for this event Saturday during Kid's Day on the Petting Zoo Tent.

**CORNHOLE TOURNAMENT SPONSORSHIP - \$250**

A 48" x 24" sign in Festival Tent on Friday and Saturday. Your company logo on the Cornhole page of the Website, social media mentions with hotlinks to your company pages.

**TENT SIGNS - \$150**

These 18" x 24" foam board signs are hung in the festival tent for all five days of the festival.

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